The Whole Earth CD-ROM

An exploratory meeting

November 7, 1986

Attendees:

Whole Earth
- Stewart Brand - Publisher
- Kevin Kelly - Editor

Apple CD-Demo group
- Bill Atkinson - Apple Fellow
- Chris Espinosa - Manager, Systems Software Development
- Ted Kaehler - Advanced Development
- Mike Liebhold - Advanced Development
- Steve Marcek - Manager, Applications Technologies
- Tim Oren - CD-ROM Software Engineering
- Andy Poggio - Manager, CD-ROM Software Engineering
- Martha Steffens - CD-ROM Software Evangelist
- Steve Weyer - Advanced Development

Approximate Agenda

LUNCH

INTRODUCTION: Why are we all here?
MIKE

NON DISCLOSURES
CHRIS

RUBY CD-ROM PLAN
ANDY

WHOLE EARTH PERSPECTIVE
STEWART AND KEVIN

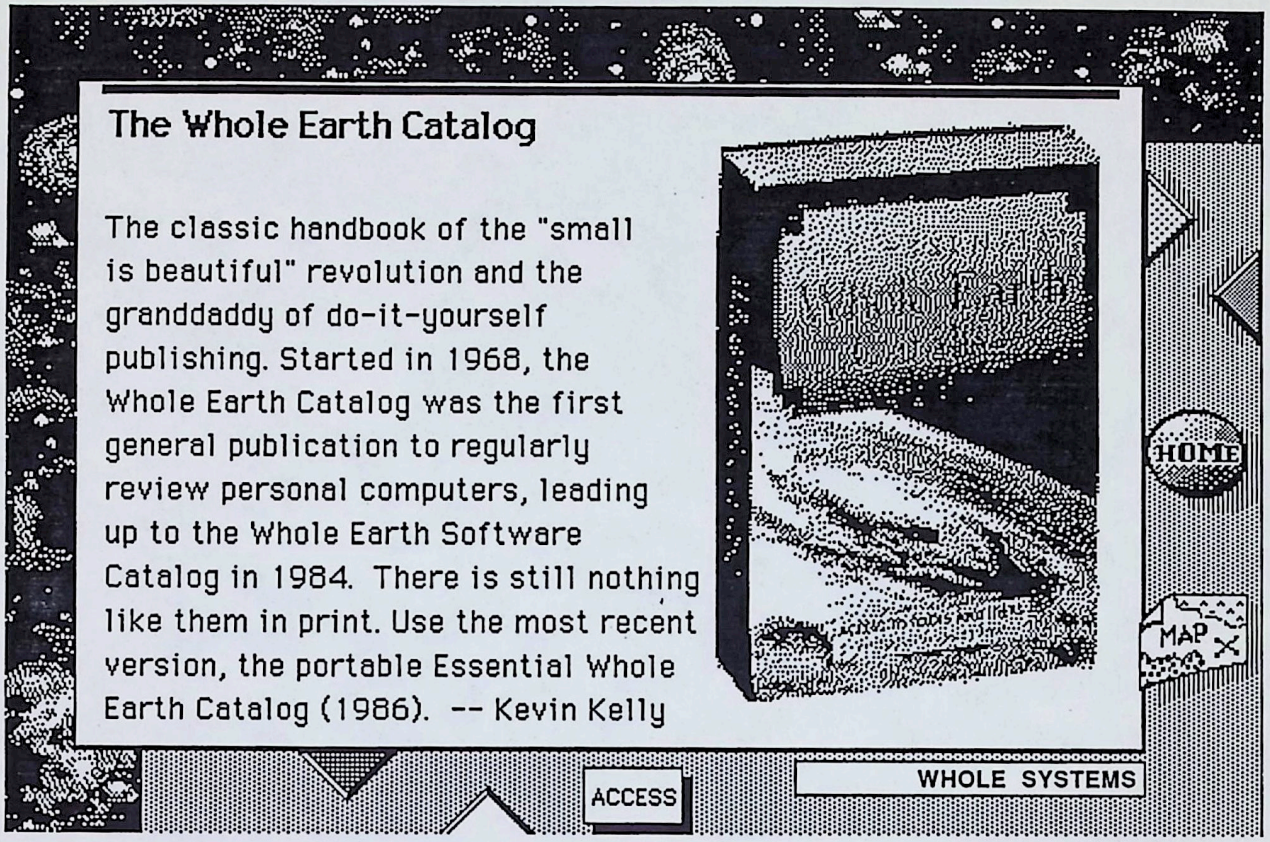
SOFTWARE PRESENTATION
BILL and TED

BRAINSTORM
INTRO BY TIM and STEVE

NEXT STEPS

EDITORIAL - CREATIVE

BUSINESS - LEGAL



Sample window in the Whole Earth Learning Disc.

The Whole Earth Learning Disc Project

Published by the Point Foundation

The Whole Earth Learning Disc Project is one stage of the way toward an interactive version of the Whole Earth Catalog on compact disc. It runs on Hypercard (on the Macintosh). At present, it holds about 5,000 cards. Each card pops up with a short review, or a caption for its many illustrations and photographs, or a connection to music and sound. The Learning Disc is linked to encourage browsing and to streamline searches. Self-education, arrived at by rewarding exploration, is the operating philosophy. "Access" information (Where can you get this?) can be summoned at any time. The Whole Earth Learning Disc's non-linear structure dismantles artificial boundaries between subjects, between styles of thinking, and between learning and playing.

POINT is a non profit educational foundation. All contributions are tax deductible. Whole Earth does not sell anything, nor does it accept payment for including an item. We are strictly an independent evaluator. We only recommend stuff we think is great.

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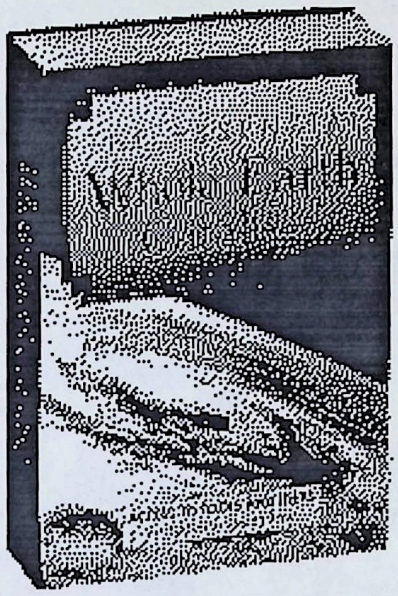
The Whole Earth Catalog



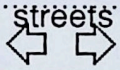
The classic handbook of the "small is beautiful" revolution and the granddaddy of do-it-yourself publlishing. Started in 1968, the Whole Earth Catalog was the first general publication to regularly review personal computers, leading up to the Whole Earth Software Catalog in 1984. There is still nothing like them in print. Use the most recent version, the portable Essential Whole Earth Catalog (1986).

— Kevin Kelly

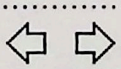
Thinking machines algorithm uses who document. Stabilizes on terms after 3 to 4 iterations. Most are not anticipated. Uses variable vocabulary of author as an ASSET. We cold use a CM to compute a superordinate index over the WEC corpus.

Effect of the linking process (foreknowledge of it) on selection of material. We DON'T want this. Things that don't fit are interesting.

Richness of the map. Grid streets versus subway connectivity



Characteristics of readers - tinkerers versus planners
Book should welcome both types - we are all both

Bill is planning difference files for V2 of Wildcard
Changes -> different point of view -> should be local, not take over the whole world

Eventually be able to look at other annotations (and respond?)
Viewing and filtering - is dynamic information retrieval
Value f Wildtalk for dynamic simulation